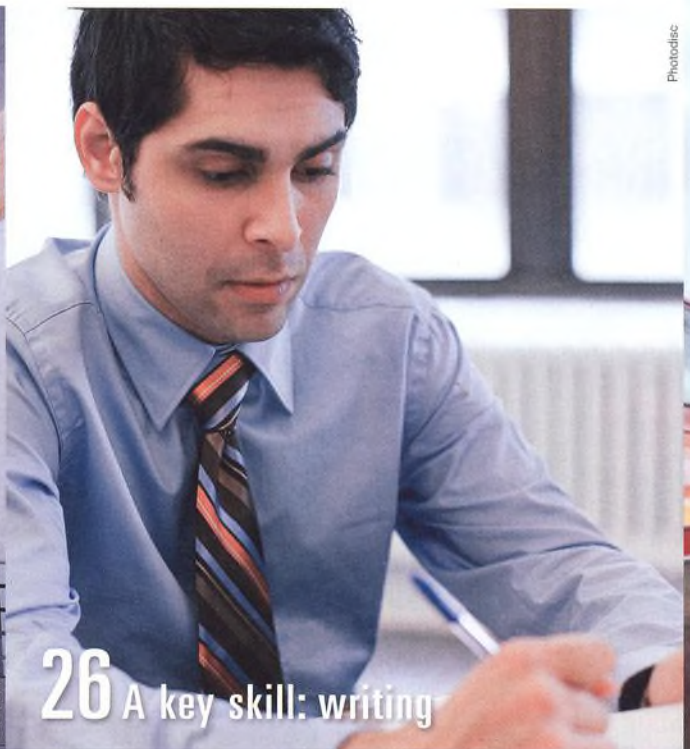


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## International transcription

Most words in *Business Spotlight* are transcribed in British English.

i:	peak	eɪ	late	p	paper	ʃ	shoe
ɪ	tip	aɪ	night	b	basket	ʒ	measure
e	step	ɔɪ	boy	t	table	tʃ	chair
æ	pack	aʊ	town	d	desk	dʒ	journey
ʌ	cut	əʊ	show	k	coin	h	head
ɑ:	task	ɪə	clear	g	gain	m	make
ɒ	stock	eə	hair	f	far	n	north
ɔ:	law	ʊə	poor	v	video	ŋ	singing
ʊ	put			θ	think	r	rose
u:	spoon			ð	this	l	late
ə	alone, teacher			s	see	j	yellow
ɜ:	early, girl			z	zero	w	water

American pronunciation differs especially in the “r”-like character of some vowels (left), as well as other vowel differences (right).

ɚ	teacher	ɪr	clear	ɑ:	is often	æ	task, after
ɛr	early, girl	eər	hair	ɒ	is often	ɑ:	stock, modern

See our webpage for more details and sound samples.

### LANGUAGE IN BUSINESS SPOTLIGHT

Articles in the magazine use the style, spelling, punctuation and pronunciation of **British English** unless otherwise marked.

**US** American style, spelling, punctuation and pronunciation are used in these articles.

- easy** approximately at CEF level A2
- medium** approximately at CEF levels B1-B2
- advanced** approximately at CEF levels C1-C2

Articles are marked with their level of language difficulty. CEF is the Common European Framework of Reference for Languages. Texts not marked on this double page are at a medium level.

*ifml.:* informal or slang word or phrase  
*vulg.:* vulgar word or phrase

### BusinessSpotlight in the classroom

This newsletter is full of ideas and activity suggestions for using Business Spotlight with learners of English. It is free to all teachers who subscribe to Business Spotlight.

### READERS' SERVICE

**Economia, a.s., Pernerova 673/47, 180 07 Praha 8**  
**Internet:** [www.business-spotlight.cz](http://www.business-spotlight.cz)  
**Telephone:** +420 233 071 197  
**Fax:** +420 224 800 371  
**E-mail:** [predplatne@economia.cz](mailto:predplatne@economia.cz)

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